

## ABSTRACT OF THE DISCLOSURE

A liquid crystal display device of the present invention includes: a liquid crystal panel, when both of transmittance at the front and transmittance at an oblique viewing angle are 1 in white display, having such display characteristics that transmission intensity at the oblique viewing angle is larger than transmission intensity at the front; and a drive voltage setting section (LUT and drive voltage generation section) which sets a drive voltage to activate the liquid crystal panel and supplies the set drive voltage to the liquid crystal panel. The drive voltage setting section (LUT and drive voltage generation section) sets a drive voltage in accordance with viewing angle characteristics of the liquid crystal panel, thereby controlling viewing angle characteristics. With this arrangement, it is possible to provide a simply-structured liquid crystal display device capable of displays with high definition without decrease in aperture ratios.